



**NEW PRODUCT DEVELOPMENT**  
**FRICLO PARTITION**

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**FACULTY** : Faculty of Science Computer and Mathematics

**PROGRAM** : Bachelor of Science (Hons.) Statistics

**PROGRAM CODE** : CS241

**COURSE** : Technology Entrepreneurship

**COURSE CODE** : ENT600

**SEMESTER** : 6

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**SUBMISSION DATE: 12 DESEMBER 2019**

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## **1.0 EXECUTIVE SUMMARY**

New product development in this project is a friendly closet partition which is Friclo Partition that aiming to help people especially traveller or businessman in making their travel experience easier. Most of the user for luggage feel hard to retrieve items from the luggage especially when the items are in the bottom of the luggage space and sometimes last minute packing will lead the items needed were left behind. This partition will help them in arranging their necessities and save space in the luggage. The uniqueness of our product is this partition can be hang in the wardrobe, reusable, and the partition connect to each other. Before producing the product, data collection has been done to identify customer needs and demand towards the storage of luggage. Some limitations needed to be countered such as size and weight, competitors and cost of product. Friclo Partition is made by using polyester fabric which is waterproof fabric. This partition also save the storage space in the space and can also save their time in packing their things. In new product development process, there is several things needed to be done which is research and development, product design and features, concept testing and test marketing. Part of SWOT analysis can identify the Strengths, Weaknesses, Opportunities and Threats for products. This analysis helps to identify the internal characteristics and explore outside factors in order to improve the product.

## **2.0 INTRODUCTION**

### **2.1 Problem Statement**

People traveling for work and vacation are having problems with the design of luggage storage space. This is because the space provided in the luggage make them difficult to arrange their items according to the type. If the departure time is delayed, travel by airplane will need to spend more time at the airport and makes it hard for the person if they want to take something from the luggage and to retrieve items located in the bottom of the luggage space makes it difficult for the user where they need to rearrange the items. People that are travel for work, they usually pack their items at last minute due to lack of time and it will lead the items needed were left behind.

### **2.2 Methodology: Data Collection**

The data collection method that had been used is survey by questionnaire. The Google Form was distributed to the respondents who are students, workers, travellers and housewife by random to identify their needs and demand towards the storage of luggage.

### **2.3 Limitations**

Partition is the most common method in arranging clothes either in wardrobe or in luggage storage. To introduce a new friendly partition bag, there are some limitations needed to be countered:

- i. Size and weight

The size of Friclo Partition was designed only for 24-inch of hard case luggage. This partition may fit with the space provided in the luggage storage but are not suitable for the small size of luggage storage. The Friclo Partition can accommodate till 4 kilograms of clothes.